

1. INTRODUCTION

1.1 Background of the Study

In this globalization era, we live in an era where technology has become one of the most essential things in people's life. As the grow of social media such as Facebook, Twitter, Instagram, Blog, and many more, people start to communicate or interact with each other using those kinds of social media. Therefore, people choose social media as one of their advertisement or promotion tools. Blog is one of promotion tools that people use to promote food, we called them *food blogs*. While, according to a journalist writer Ramya Menon (2015), people who spend their time as restaurants reviewers which are reviewing the quality of food, ambience, service, price range and including their story of why they loved or hated the food are considered as *food bloggers*. Basically, people who owns a business will hire food bloggers to come to their cafe or restaurant to try their menu, then take pictures of the food and review it inside their blog in return. The content needs to be specific to attract or influence the readers to come to certain places that they have promoted.

According to Cox & Blake (2011), website or blog no doubt is one of the important sources for information seekers nowadays. Though the main idea of a blog according to Herring, Scheidt, Wright & Bonus (2005) "a blog is for blogger to express their feelings, voice, opinions and share experiences and idea". It is also used as a form of marketing and promotion by the food providers. Therefore, people use food bloggers as their marketing tools through social media.

Back then, blog was not really familiar among people, unlike these days there are so many bloggers who are trying to express their thought in written expressions. Blog can be used for many things such as: fashion, travel, life style, and food. However, being a food blogger is really beneficial since a lot of cafes and restaurants want their business to be well known. According to one of successful blogger, Ian Cleary who blogs at razorsocial.com, "A blog is a magnet that attracts your potential customers if you write high quality relevant content. Once you have relevant traffic you can then start working on conversion of this traffic. A blog is also a good reason to learn more about your industry. As you are always looking

for new angles to write about you read more and when you're writing you research more about the topic. So it's a fantastic education tool. Finally it is a great tool for networking. To be really successful with blogging you need to build relationships with a lot of people so you need to network." There are many examples of Indonesian food bloggers like Hans Danial who owns www.eatandtreats.blogspot.co.id, Ruby who owns www.wanderbites.com, MullieMarlina who owns www.myfunfoodiary.com, and many more. However, the writer is going to be focus on analyzing those three Indonesian famous food bloggers.

As a research company which investigates digital consumerism market, Global Web Index stated that over the past five years the amount of internet users in Indonesia is increasing until 430 percent. Moreover, the amount of Indonesia internet users is in rate 7th in the world which is 58 million people. Among those 58 people there are those blog writer called food bloggers. One of blog types that is really in right now comes from those food bloggers which basically give review about food. As time passes by, there is a food blogger community named Indonesian Food Blogger (IDFB) which has been well known since 2011. The work of food bloggers are to advertise the food product and persuade people to buy the food. Food bloggers do not only focusing on the pictures but also the written text. So, in this thesis the writer is going to analyze how food bloggers can attract the readers or promising customers to buy the food through what they write in the blog, apart from the food pictures. Food blog is categorized as an advertisement or persuasion act since the bloggers want to attract their idea of certain food that they review. "Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor." stated William Stanton.

The reason why food blogging is categorized as persuasion is because the bloggers not only express or tell their experience in general, but also describe everything they have been through in a particular cafe or restaurant in details. However, the blogger must give honest reviews, they do not just tell everything

nice about those cafe or restaurant, but also the dissatisfaction towards the service, the taste of the dish, or anything else. Since food blog gives high impact on the readers, the readers are likely to try or to experience themselves after reading it. Especially here in Indonesia, there are so many cafes and restaurants pop up everywhere. It is easy for us to find a cafe or a restaurant in all over the street. Jakarta, as a metropolitan with the highest number of people brings out so many cafes and restaurants, especially in the middle of teenagers' lives.

Therefore, to analyze the persuasion strategies inside food blog, the writer will use one theory which is the modes of persuasion by Aristotle. The writer chose to use persuasion because food blog is part of persuasion, where by bloggers persuade readers to come to the place that they have reviewed.

1.2 Statement of the Problem

In this research, the writer wants to analyze the mode of persuasion in Indonesian food blogs to attract customers. Toward that direction, this research seeks to answer the following questions:

1. What are the modes of persuasion used in food blogs by three Indonesian food bloggers (Ethos, Pathos, Logos)?
2. What are some of the striking differences between the three bloggers?

1.3 Purpose of the Study

The purpose of this study is to find out the mode of persuasion that Indonesian food bloggers use to attract their customers through their blogs. Having finished it, the writer is also interested in finding out the existing modes of persuasion in the three food blogs and their perspective distinctions.

1.4. Significance of the Study

There are several reasons for doing this study. First, considering that this genre is still unfamiliar to some people, this study tends to give more knowledge to readers about persuasion commonly used in food blogs. The writer chose three famous Indonesian food bloggers, namely Hans Danial from www.eatandtreast.blogspot.co.id, Ruby from www.wanderbites.com, and

MullieMarlina from www.myfunfoodiary.com. The study of text in this genre also gives a picture of a good persuasion of how to attract readers to buy or come to the place they have reviewed. Hopefully, this research will give a contribution to the study of blogs as text and also encourage future researchers to explore the issue further much.

1.5. Scope and Limitation

The principal of this study is persuasion or advertisement analysis as it deals with written data. The researcher uses the modes of persuasion by Aristotle as stated by Murthy (2014) and principle of blogging by Brown (2007) to analyze food blog waysto advertise. The focus on the analysing research the blogs and discussion only on the verbal expression as found the blogs being studies.As the sources of data, the researcher has chosen the best three food bloggers in Indonesia then analyze the similarities of persuasion elements that they tend to use to advertise. Here, the bloggers are the same citizens, Indonesians, astonishingly that the three of them are actively blogging in English.

1.6. Definition of KeyTerms

- Persuasion: Human communication that is designed to influence others by modifying their beliefs, values, or attitudes. (Simons, 1976, p. 21)
- Blogging: Uses a combination of texts, graphics, images, and hyperlinks to other blogs. (Brown, 2007)
- Analytical Narratives: A methodological approach that aims to reconcile the use of historical and comparative research with rational choice models. (Bates et al. 1998)
- Modes of persuasion: The modes of persuasion consists of three things which are the personal character of the speaker, putting the audience into certain emotions, and

providing proofs of the speech itself. (Roberts, 1954: translation of Rhetoric, Aristotle)

1.7. Organization of the study

This study is organized into five chapters. The first chapter is introduction consisting of the background of study, the statement of the problem, purpose of the study as well as the significance of the study and also the organization of the study. Then it is followed by the second chapter, which is the review of related theories. Further, the third chapter deals with methodology, approach, data collection, and data analysis. The fourth chapter is about the findings and discussion, while the last chapter is the conclusion.